

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE**

**Meeting**

**Wednesday, August 26, 2015**

**860.429.2740**

**4:15 pm**

**Minutes**

**Present:** Toni Moran, Betsy Paterson, Shamim Patwa, and Cara Workman

**Staff:** Cynthia van Zelm and Kathleen Paterson

**Guest:** Anne D'Alleva

**1. Call to order**

Chair Toni Moran called the meeting to order at 4:15 pm.

**2. Public comment**

There was no public comment.

**3. Approval of Minutes from March 25, 2015; April 22, 2015; and June 24, 2015**

There was no quorum; approval of the Minutes was tabled until the next meeting.

**4. Appointment of Anne D'Alleva to Committee**

There was no quorum. Cynthia van Zelm indicated the Board of Directors will appoint Anne D'Alleva to the Committee.

**5. Update on Town Square use and draft policies**

Ms. van Zelm reported that the draft policies and ordinances are still under review by the Town Attorney. She did not have an expected date to receive the revised policies and ordinances. At the Committee's request, **Ms. van Zelm will email the group with the most recent draft, with the caveat that the Town Attorney may change elements of them.**

Kathleen Paterson suggested that, going forward, there will be a need to have a staff person on site either during or following events to ensure that garbage is cleared, that the tables and chairs are in place, and that no damage has been done to the Town Square.

Ms. Moran suggested implementing fines if people do not leave the Town Square in the shape it was when they arrived.

Ms. K. Paterson concurred but noted that staff person, whether Town or Partnership, will need to be there to observe the state of the space.

Cara Workman noted that, without the ordinances in place, there can be no enforcement. She also commented that it makes planning difficult when there are not guidelines as to what can or cannot occur on the Town Square.

Ms. Moran asked Ms. van Zelm to speak with the Town Manager and relay the Committee's concerns with the delay in the process.

#### **6. Update on work by ATION team**

Ms. K. Paterson explained that she and Ms. van Zelm spoke with Bill Congdon, one of the ATION professors, about extending the project into the fall semester. Mr. Congdon agreed that extending the project would afford the students more time to refine their concept and would present better filming options. Ms. K. Paterson said that the spring team presented a refined storyboard, character descriptions, and script as their final, while the fall team will film, edit, and produce the video as their final in December.

(Shamim Patwa arrived at 4:30 pm.)

#### **7. Review of Live Music Wednesday**

Ms. Moran said she has heard that the concerts were well-attended.

Ms. Paterson said she has heard nothing about positives as well.

Ms. K. Paterson said she has heard requests for additional music. She said that she and Curt Vincente will meet following the Festival to discuss options for better coordinating the two music series. She said some residents were confused by the switch from Wednesday to Thursday in July.

Ms. Moran asked if the audience seemed to be more students or residents.

Ms. Patwa said she saw lots of families at the performances she attended.

Ms. K. Paterson noted that the series received good publicity, particularly from UConn.

Ms. van Zelm explained that she will be proposing to the Finance and Administration Committee some different options for funding events, including an expanded music series.

Ms. Moran asked if something could be posted on the Town Square announcing the events.

Ms. K. Paterson replied that she could put up a sign similar to what was done for the Square Fair.

Ms. Patwa asked who the intended audience for the performances was.

Ms. K. Paterson said that she thought the goal was to bring in interesting music to attract different people who may not normally come downtown. She added that the idea would be for people to patronize the businesses, enjoy the show, and want to come back again for other events or to visit the businesses.

The Committee discussed the estimated costs of expanding the series and noted the challenge of balancing the budget and paying for quality entertainment.

Ms. Patwa asked if UConn student groups would be available to perform.

Dr. D'Alleva responded that there are many different types of student groups who may be interested in performing but noted they are generally not available in the summer. She suggested that Ms. K. Paterson could speak with Eric Rice in UConn's Music Department.

Ms. Moran suggested that businesses might be interested in sponsoring a show rather than donating to a pool of funds.

Ms. K. Paterson suggested continuing the series through the end of August, if funding permits. She said she has received requests for programming throughout the year.

### **8. Review of Puppetry Festival**

Ms. Workman explained that the Puppetry Festival registrants had an option to buy coupons for Saturday's lunch that they could use at the downtown businesses. Ms. Workman said the initial numbers looked very good and that it appeared many people took advantage of the program.

Ms. K. Paterson said that Emily Wicks from the Ballard had sent out a survey to the businesses to see how the Puppetry Festival impacted them.

**Ms. van Zelm will ask Ms. Wicks for a review of the survey results at the next Storrs Center tenant meeting.**

Ms. Workman said that she would be open to including the coupon option for other conferences if it seems like it was a positive experience for the businesses.

### **9. Update on Celebrate Mansfield Festival**

Ms. Paterson said that the plans for the Festival are progressing.

Ms. Workman indicated she can volunteer during the event, and Ms. Patwa requested the same assignment as in 2014.

Ms. K. Paterson said that the Festival is on track to be the largest to date.

(Dr. D'Alleva exited at 5:20 pm.)

### **10. Update on Mansfield Pup Crawl**

Ms. Workman reported that she and Ms. K. Paterson had met to discuss the initial plans. She said Janet Jones has volunteered to assist with the event again.

Ms. van Zelm said that The Last Green Valley included the event in this year's Walktober calendar.

### **11. Discuss Winter Welcome**

Ms. K. Paterson said that the date of the event is Saturday, December 5. She recapped the Committee's discussion from December 2014 and the suggestions that were made at the time to expand the event.

Ms. Moran expressed concern that expanding the event would add to staff workload. She suggested contacting arts groups to see if they are interested in coordinating vendors.

**Ms. van Zelm will ask one of the Storrs Center Ambassadors to research chestnut vendors [Done].**

Ms. Workman suggested having luminaria as they do in Mystic, CT.

Ms. Paterson volunteered to assist with the planning of Winter Welcome.

## **12. Discuss Winter Fun Week**

Ms. K. Paterson briefly outlined the history of the event, which began as Winter Fun Day. She asked the Committee for feedback on the future of the event.

The Committee agreed by consensus to discontinue the event due to declining interest.

## **13. Other**

Ms. Workman said she had been asked about buying a Storrs Center gift card. She asked if there were any plans to create such a card.

Ms. van Zelm explained that Sarah Delia had done some research on gift cards but, at the time, the options were too cost-prohibitive. **Ms. van Zelm will ask Kim Blair to research options in anticipation of Phase 2 opening with additional commercial tenants.**

Ms. Moran asked Ms. K. Paterson to survey the Committee members to see if they would prefer to meet at 5:00 pm rather than 4:15 pm. The Committee agreed by consensus to meet at 5:00 pm in September.

Ms. van Zelm said that she will work on a possible movies series on the Town Square. She said Ms. Jones has volunteered to assist with this and her input will be helpful given her experience with the StoDo Arts film series.

Ms. Moran asked the Committee members to think of potential additional Committee members.

## **14. Adjourn**

The meeting adjourned at 6:00 PM.

*Minutes prepared by Kathleen M. Paterson*